

What Can You Do?

- Stay aware, awake, alert, and sober.
- Seat belts are your best defense in any collision.
- Be especially alert in fall and spring, but keep in mind that vehicle-deer crashes occur year-round.
- Watch for deer crossing signs.
- Deer frequently travel in groups. If you see one deer slow down. Chances are there are others nearby.
- Be especially alert for deer at dawn and dusk.
- Don't rely on gimmicks. Flashing your high-beam headlights or honking your horn won't deter deer.

If a crash is unavoidable

- Don't swerve.
- Brake firmly.
- Hold onto the steering wheel.
- Stay in your lane.
- Bring your vehicle to a controlled stop.

Motorcyclists

- Be alert for deer whenever you ride. Deer crashes happen in urban, suburban, and rural areas.
- Slow down. Decreasing speed gives a motorcyclist more time to spot an animal and react.
- Cover the brakes to reduce reaction time.
- Use high beam headlights and additional driving lights when possible.
- If riding in a group, spread out riders in a staggered formation. If one rider hits a deer, this will lessen the chance that other riders will be involved.
- Wear protective gear at all times.



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Watch For Deer All Year



Don't Veer For Deer!

Buckle Up, Stay Alert, Slow Down

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Year-round problem

Vehicle-deer crashes deserve the attention of the motoring public. Every year in Michigan, vehicle-deer crashes take the lives of drivers or their passengers. These crashes also cause thousands of severe injuries and result in hundreds of millions of dollars in damages.

- About 50,000 vehicle-deer crashes occur each year in Michigan. As many as half of all vehicle-deer crashes may not be reported, so the actual number is likely much greater.
- The deer herd is 1.8 million strong.
- The largest number of deer crashes occur in the fall.
- Vehicle-deer crashes are a \$130 million a year problem in Michigan.
- The average crash results in \$2,100 in damage, usually to the front end of the vehicle.

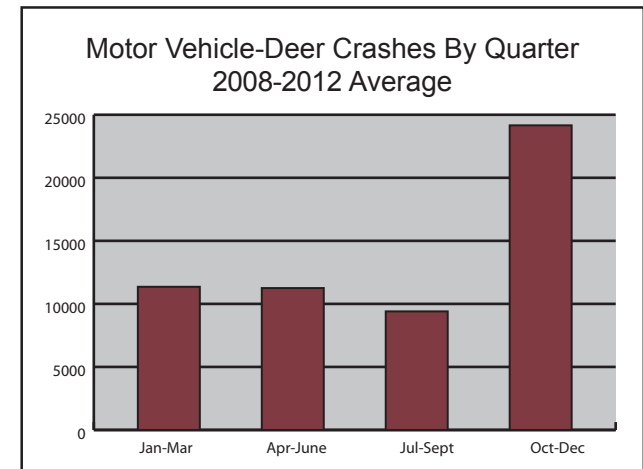


Deaths and injuries

- On average, vehicle-deer crashes result in 10 motorist fatalities each year. A majority of those killed are motorcyclists.
- Over 74 percent of motorcycle-deer crashes involve an injury.
- Knowing how to react to deer on or next to the road is critical to the safety of drivers and their passengers. Statistics show that in most vehicle-deer crashes, deaths and injuries occur when drivers veer from their lane, hitting another vehicle or a fixed object such as a tree. You and your passengers' safety is important, so brake firmly while staying in your lane, even if it means you are going to hit the deer. Hitting the deer is often the safest action.



Watch for deer



- Over 90 percent of vehicle-deer crashes occur on two-lane roads between dusk and dawn.
- Due to rapid development in previously rural areas and a deer herd that since 1970 has grown four times larger statewide and more than 10 times larger in southern lower Michigan, the problem is not going away.